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Strategic Brand Management: New Approaches to Creating and Evaluating Brand Equity

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The New Strategic Brand Management Jean-Noël Kapferer, 2008 Adopted internationally by business schools MBA programmes and marketing practitioners alike The New Strategic Brand Management is simply the reference source for senior strategists positioning professionals and postgraduate students Over the years it has not only established a reputation as one of the leading works on brand strategy but also has become synonymous with the topic itself The new edition builds on this impressive reputation and keeps the book at the forefront of strategic brand thinking Revealing and explaining the latest techniques used by companies worldwide author Jean No l Kapferer covers all the leading issues faced by the brand strategist today supported by an array of international case studies With both gravitas and intelligent insight the book reveals new thinking on a wealth of topics including brand architecture and diversity strategies market adaptation approaches positioning in the private label and store brand environment and much much more Whether you work for an international company seeking to leverage maximum financial value for your brand or whether you are looking for practical guidance on brand management itself Kapferer's market leading book is the one you should be reading to develop the most robust and watertight approach for your company

New Techniques for Brand Management in the Healthcare Sector Borges, Ana Pinto, Rodrigues, Paula, 2021-01-29 Irrespective of the legal sphere and type of care primary secondary and continuing providers must ensure that users receive quality healthcare through the efficient use of resources responsiveness affordability and the equal treatment of patients Management and marketing have been playing an important role in this sector with the importance of branding growing in the healthcare market The chance for brand in healthcare is determined by the challenges to increase and improve consumer choice That's something to which providers and health systems in general have not been familiarized New Techniques for Brand Management in the Healthcare Sector is a critical

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Methods for Assessing Brand Value Tatiana Soto J.,2008-01-30 Inhaltsangabe Abstract In today s highly competitive business environment companies have recognised the increasing importance of brands as one of their most important assets However now the discussion is how to measure the value of such an important asset and what makes this valuation important The purpose of this thesis is the critical comparison between two well known brand valuation methods in order to choose the one that reflects the monetary value of a brand best possible For this purpose the methods are first analysed in relation to their compliance with the requirements for brand valuation methods Secondly the extent to which the methods can be applied for the different valuation purposes is also analysed The two selected methods are the Interbrand model from Interbrand Zintzmeyer Lux and the Brand Equity Evaluator model from BBDO Consulting Inhaltsverzeichnis Table of Contents List of AbbreviationsIV List of FiguresV List of TablesVI 1 Introduction1 1 1Background1 1 2Purpose and Structure of the Thesis3 2 Foundation of Brand Valuation6 2 1Importance and Definition of Brand6 2 1 1Importance of Brand6 2 1 2Brand Definition8 2 1 3Brands as Intangible Assets and Generators of Value11 2 2Definition of Brand Value14 2 2 1Financial Approach15 2 2 2Behavioural Approach17 2 2 3Combined financial behavioural Approach19 3 Selection of the Comparison Criteria for Brand Valuation Methods21 3 1Requirements for Brand Valuation Methods22 3 1 1Methodical Requirements22 3 1 2Covering Content Requirements23 3 1 3Relevance of Result Requirements24 3 2Scopes of Application of Brand Valuation26 3 2 1Internal Scope of Application27 3 2 2External Scope of Application30 4 Methods for Assessing the Brand Value37 4 1Classification of the Methods38 4 1 1Financial oriented Methods39 4 1 2Behavioural oriented Methods41 4 1 3Combined financial behavioural Methods42 4 2Theoretical and Methodological Description of the Methods43 4 2 1Interbrand Brand Value Approach from Interbrand Zintzmeyer Lux 43 4 2 1 1Theoretical Foundation44 4 2 1 2Methodological Description46 4 2 2Brand Equity Evaluator Approach from BBDO 51 4 2 2 1Theoretical Foundation52 4 2 2 2Methodological Description54 5 Critical Comparison of the Interbrand Model and the Brand Equity Evaluator Model59 5 1Contrast of the Theory and Methodology of the Valuation Models59 5 2Compliance with the Requirements for Brand Valuation Methods62 5 2 1Interbrand Digital Brand Management Magdalena Grębosz-Krawczyk,Dagna Siuda,2025-09-11 In today s fast evolving digital landscape branding has transcended traditional boundaries becoming a dynamic and multifaceted process This book provides an in depth exploration of brand management in the digital world covering its historical evolution theoretical foundations and strategic applications It delves into brand positioning consumer perception

and the role of digital media in shaping brand image Furthermore it highlights integrated communication strategies and the significance of virtual brand communities in fostering brand loyalty The authors examine emerging trends in digital branding such as AI driven personalization user experience and platformization and algorithmic branding emphasizing their impact on consumer engagement and brand differentiation It also addresses the ethical challenges of digital brand management including data privacy transparency and authenticity underscoring the importance of responsible brand stewardship in a competitive and rapidly evolving digital environment This book serves as a comprehensive guide for scholars and academics across marketing brand management and consumer behaviour Marketing Communications Micael Dahlen,Fredrik Lange,Terry Smith,2009-12-21 Marketing Communications A Brand Narrative Approach is a mainstream student driven text which gives prominence to the driving force of all Marketing Communications the imperative of Branding The book aims to engage students in an entertaining informative way setting the conceptual mechanics of Marketing Communications in a contemporary dynamic context It includes key current trends such as Brand narrative approach Cases such as Dove Harley Davidson Nike and World of War Craft feature real life salient examples which are engaging for students and reflect the growth of co authored brand stories to help build and maintain brands by customer engagement through meaningful dialogues Media neutral multi media approach This text has a sound exploration of online and offline synergy combining one message delivery and multi media exposures through examples of companies and political campaigns using non traditional media to reach groups not locking into normal channels This brand new text features an impressive mixture of real life brand case studies underpinned with recent academic research and market place dynamics The format is structured into three sections covering analysis planning and implementation and control of Marketing Communications Using full colour examples of brands and student friendly diagrams the book acknowledges that the modern student learns visually as well as through text COMPANION WEBSITE www.marketingcomms.com *Brand Management* Paolo Popoli,2017-11-08 This book is an original high quality collection of chapters about highly topical and important brand management issues and it shows both theoretical and empiric analysis The 10 selected chapters are referred with original contents and rigorous research methodologies to some important challenges the brand management has to face in the current competitive contexts characterized by the dominance of the intangible resources and the new information and communication technologies Written by leading academics this book is dedicated not only to marketing and management scholars but also to students wanting to investigate the knowledge concerning special fields and special brand management themes As well to the practitioners who can find a wide reference also to the managerial implication from the strategic and operative perspectives

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Table of Contents Strategic Brand Management New Approaches To Creating And Evaluating Brand Equity

1. Understanding the eBook Strategic Brand Management New Approaches To Creating And Evaluating Brand Equity
 - The Rise of Digital Reading Strategic Brand Management New Approaches To Creating And Evaluating Brand Equity
 - Advantages of eBooks Over Traditional Books
2. Identifying Strategic Brand Management New Approaches To Creating And Evaluating Brand Equity
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Strategic Brand Management New Approaches To Creating And Evaluating Brand

- Equity
 - User-Friendly Interface
- 4. Exploring eBook Recommendations from Strategic Brand Management New Approaches To Creating And Evaluating Brand Equity
 - Personalized Recommendations
 - Strategic Brand Management New Approaches To Creating And Evaluating Brand Equity User Reviews and Ratings
 - Strategic Brand Management New Approaches To Creating And Evaluating Brand Equity and Bestseller Lists
- 5. Accessing Strategic Brand Management New Approaches To Creating And Evaluating Brand Equity Free and Paid eBooks
 - Strategic Brand Management New Approaches To Creating And Evaluating Brand Equity Public Domain eBooks
 - Strategic Brand Management New Approaches To Creating And Evaluating Brand Equity eBook Subscription Services
 - Strategic Brand Management New Approaches To Creating And Evaluating Brand Equity Budget-Friendly Options
- 6. Navigating Strategic Brand Management New Approaches To Creating And Evaluating Brand Equity eBook Formats
 - ePub, PDF, MOBI, and More
 - Strategic Brand Management New Approaches To Creating And Evaluating Brand Equity Compatibility with Devices
 - Strategic Brand Management New Approaches To Creating And Evaluating Brand Equity Enhanced eBook Features
- 7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Strategic Brand Management New Approaches To Creating And Evaluating Brand Equity
 - Highlighting and Note-Taking Strategic Brand Management New Approaches To Creating And Evaluating Brand Equity
 - Interactive Elements Strategic Brand Management New Approaches To Creating And Evaluating Brand Equity
- 8. Staying Engaged with Strategic Brand Management New Approaches To Creating And Evaluating Brand Equity
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs

- Following Authors and Publishers Strategic Brand Management New Approaches To Creating And Evaluating Brand Equity
- 9. Balancing eBooks and Physical Books Strategic Brand Management New Approaches To Creating And Evaluating Brand Equity
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Strategic Brand Management New Approaches To Creating And Evaluating Brand Equity
- 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
- 11. Cultivating a Reading Routine Strategic Brand Management New Approaches To Creating And Evaluating Brand Equity
 - Setting Reading Goals Strategic Brand Management New Approaches To Creating And Evaluating Brand Equity
 - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Strategic Brand Management New Approaches To Creating And Evaluating Brand Equity
 - Fact-Checking eBook Content of Strategic Brand Management New Approaches To Creating And Evaluating Brand Equity
 - Distinguishing Credible Sources
- 13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
- 14. Embracing eBook Trends
 - Integration of Multimedia Elements
 - Interactive and Gamified eBooks

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